PLEASE COMPLETE & RETURN THIS CARD OR REQUEST ONLINE

AT HTTP://OWNER.BOSTONBEER.COM TO RECEIVE YOUR OFFICIAL SHAREHOLDER GIFT FROM SAMUEL ADAMS.

NAME (PLEASE PRINT CLEARLY)

ADDRESS

CITY STATE ZIP

PHONE EMAIL

HOW LONG HAVE YOU BEEN A SHAREHOLDER?

ANY OTHER COMMENTS YOU'D LIKE TO SHARE WITH US?

DUE TO LIMITED QUANTITIES, ALL REQUESTS MUST BE POSTMARKED OR REQUESTED ONLINE BY 6/30/2019. DUPLICATE REQUESTS WILL NOT BE FULFILLED. EXPECTED DELIVERY IS ON OR AFTER 10/15/2019.

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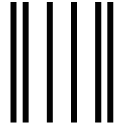
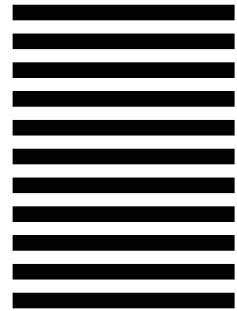


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 10130 BOSTON MA

POSTAGE WILL BE PAID BY ADDRESSEE

THE BOSTON BEER COMPANY
ONE DESIGN CENTER PLACE STE 850
BOSTON MA 02210-9808